

May 23, 2011

[Name]
[Address]
[Address]

Dear [Name],

Thank you for your generous donation of \$AMOUNT to support Acterra's environmental and community-building activities.

Your contribution plays a vital role in our efforts to provide thousands of Silicon Valley residents with the support and opportunities they need to live sustainably, become environmental leaders, combat global warming and create and restore local habitats.

Two of the projects that your contribution helps support are the new High Energy Homes Program and our Arastradero Preserve Stewardship Project.

- The **High Energy Homes Program** aims to reduce energy consumption in homes where the average energy use is three times that of a typical Northern California home. High Energy Homes joins Acterra's original energy assessment program—Green@Home—that has already prevented over 1-million pounds in CO2 emissions, a primary contributor to global warming.
- The Palo Alto-based **Arastradero Preserve Stewardship Project** focuses on habitat restoration and environmental education in an effort to encourage widespread adoption of healthy land practices by the general public. Last year, nearly 1,000 students and other young people volunteered their time and learned about the ecosystem through this popular program.

We will continue to build these and our other programs, expanding them to reach more neighborhoods, schools, and community groups — with the goal of helping thousands more people in our region live sustainable lifestyles.

We appreciate your great support and commitment to our environment—we couldn't do the good work without you!

Warmest regards,

Michael Closson
Executive Director

P.S. For more information on any of our programs, please visit www.acterra.org.

This letter will serve as the record of receipt of your gift. In accordance with IRS guidelines, please note that Acterra has provided no goods or services in exchange for this contribution. Acterra is a 501(c)(3) non-profit organization, Tax ID 23-7064937. Your gift is tax-deductible to the full extent of the law.

July 6, 2011

<Name>
<Address>
<Address>

Dear <First Names>,

Future generations thank you! Your donation to Acterra matters, because it helps ensure we will leave our children a living legacy—a flourishing planet.

Your gift of \$<AMOUNT> inspires and empowers someone to take action and address the most urgent environmental issues facing our planet. Someone like Michael from Sunnyvale.

I've learned many energy saving ideas from Acterra's Green@Home 'house call.' Since that visit, my house is more energy efficient and I am far more energy conscious than before.

*A true fan,
Michael Rose*

Because of your donation to Acterra, someone in your community is learning to live a little greener. (Turn this letter over to meet others who have been inspired through one of Acterra's five programs.)

With your gift, you become a member of Acterra's new EcoAdvocate Society. We established this group in July 2011 to recognize our caring community of members who provide the foundation our work is built upon. Learn more about the EcoAdvocate Society and your member benefits at www.acterra.org/EcoAdvocate.

In response to member demand, we are bringing back the popular newsletter *EcoAdvocate*—which will keep you updated on Acterra's successes and ways to connect with our environment. If you would like to visit a program to see, firsthand, the difference your gift is making, contact EcoAdvocate Society representative Jane Doe at (123) 555-1234 or membership@acterra.org.

<First Names>, you have our sincere thanks for your support of our environment over the years.

Warmest regards,

Michael Closson
Executive Director

P.S. Stay connected with Acterra and our friends for the environment at www.facebook.com/Acterra.

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Stories from ACTERRA:

What's yours?



“Three of the many important benefits I gained as a *Be the Change* participant include: A wide-ranging environmental education, professional career networking, and essential leadership skills. I put these benefits into action with my workplace bicycle commute project, and I had a lot of fun doing it. To me, that’s the true spirit of Acterra: Thinking globally, taking action locally, and having fun along the way.”

Rich Schwerin
*Oracle Corporation, Be the Change
Class of '10*

“The Green Gardeners class was great and we learned a lot. Now, while doing our landscape work we’re using many of the techniques that we learned in class: e.g. how to reduce water use and use compost instead of chemical fertilizers. These steps also save money and our customers are always interested in that. Thank you Acterra for providing the opportunity to learn.”

**Jorge Hernandez and his son
Carlos Hernandez**



“Thank you so much Acterra for the HouseCall! Diane and Stuart made a fine team and we are already making the changes they suggested. It’s great to have new shower head, insulated light switches, clean refrigerator coils (we’ll keep that up!) and more. We’ve gone ahead and insulated our hot water heater pipe, turned off some of our vampire plugs, run the dishwasher/washer before noon or after six, and air dry the dishes. Many, many thanks!”

James and Mary
Green@Home energy audit recipients, Sunnyvale